

# **SOME HORSE SENSE**

## **For the Advertisers**

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# **SEARS ROEBUCK & COMPANY**

## **Winning Our Trade**

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**120,000 Ton Order For Catalogue  
Paper Shows Enormous Volume  
of business Expected Dur-  
ing the Year of 1917**

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To the merchants in this city and environs who are doubtful of the value of extensive advertising it may be of interest to know that Sears-Roebuck & Co., known to quite a few people in the nation, has closed a contract for 240,000,000 pounds of print paper for their 1917 catalogs. They will spend over \$2,000,000 delivering the catalogs to the people of the nation and they will get results. The merchants could largely nullify this vast effort if they would merchandise with great care and advertise as much as possible and treat their customers as fairly and squarely as do Sears, Roebuck & Co. Of course many of our merchants are in the intelligent class of good advertisers, but there are some who have yet to learn the value of intelligent display of wares through printers' ink.